

LEO BURNETT COMPANY, Inc.

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**A cigarette plus its own holder
for the price of an ordinary cigarette.**

When you buy a pack of Parliaments, you get what you'd expect. Twenty cigarettes.

Plus something you might not expect. Twenty cigarette holders.

You see, the tip of every Parliament has a tough outer shell. With a filter tucked inside.

So you get good, clean Parliament taste. And no filter taste.

The Parliament. Plus holder.

A great buy at both ends. King Size and Charcoal 100's.



**it works like a
cigarette holder
works.**

Kings 16 mg. "tar", 1.1 mg. nicotine
100's 16 mg. "tar", 1.2 mg. nicotine av. per cigarette, FTC Report Nov. '70

Warning: The Surgeon General Has Determined That Cigarette Smoking is Dangerous to Your Health.



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